

ELMWOOD BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING MINUTES

Friday, February 21, 2020 – 9:30 am to 11:00 am

The 14 Karat Jeweler, 2910 College Ave, Berkeley, CA

Board members present: Jon Moriarty, Andrew Han, Dan Polsby, Joseph Aguiar, Kristi Roberts, Claudia Hunka

Others present:

- Kieron Slaughter
- Lori Droste, City Councilmember for District 8
- Richard (woods)

1. Attendee introductions and agenda review. The board approved the minutes from 1/17/2020
2. Guest discussion by Lori Droste, regarding near future use and future development of the Elmwood parking Lot. Discussion of using lot for RV parking is complete but lot will continue being discussed by city for development. Lori recommends EBA take proactive approach for the parking lot future. Something WILL happen with the lot, so up to us to engage and proactive plan.
 - Business Feedback discussed re: parking needed to keep businesses open, and concerns regarding trash access, traffic, parking, affordability, egress, etc.
 - California Senate bill 828 passed to increase every city regional housing allocation numbers. Berkeley will be forced to re-zone for thousands of new units.
 - EBA would like to be part of the discussion for the future of the lot. EBA to create governance subgroup to work with Lori & Kieron on this.
3. Financial reports. The board reviewed and approved the income statement and balance sheet for the period ending January 2020.
The board reviewed and approved the 2020 budget approved.
4. Citiscape:
 - Dignity of Work to start landscaping.
 - Art & Music Event approved with budget.
 - No permit needed (if not close street). Need 4-foot clearance.
 - NEED help getting artists.
5. Coordinator's report.
 - Lobbyist ordinance compliance. Advised by COB staff to delay lobbyist registration because the ordinance is under review and may exempt neighborhood groups from registering.
 - Please attend Small Business Listening session with city Councilpeople at 10:30am at City Hall – Redwood Room: 4/16/20, 6/4/20, 10/1/20, 12/3/20.
 - Single use ordinance documentation is available for all businesses. Rethink Disposal available to advise Berkeley Business'

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6. Emergency preparedness for Elmwood businesses. This presentation is planned for April 16 from 2 to 3:30 pm at the Claremont Library to discuss planning for emergencies.
7. Green Energy designation. The Elmwood is well positioned to become (the first?) shopping district recognized as green – shall we pursue this: • “Majority 100% Carbon Free”: if most businesses elect Brilliant 100 energy plan. • “100% Renewable and 100% Carbon Free”: if all businesses elect Renewable 100. To do this everyone needs to contact East Bay Community Energy to elect. We will send out information to all businesses.
8. Board members report on status of nominations for 2020 board officers. Possibly need 2 more members.
9. Advertising Committee. Andrew nominated as chairperson with direction to earmark spending projects: lamppost banners, webhosting, promoting events, the district’s general promotion campaign.
10. Incubator: Report on event ideas for 2020 and 2021. Wine Walk 2020 will designate Elmwood Theatre as non-profit.
11. Governance: Report on Smart Space Community Advisory Group meeting. Joseph attended first meeting to discuss parking/transport for employees in the area. Game day restrictions to stay for 2020.
12. Non-agenda items, comments and requests for action: Camera for back lot – given permission to go forward.
13. New action items for next meeting:
 - All board members to seek out artists for art event
 - All board members to inquire for new board members
 - Parking lot subcommittee to be formed
 - Michelle to send out information to all businesses: BBDN notes, Safety event, join the advertising committee, Art & Music event.
 - Jon to proceed with back parking lot camera project

Calendar: Next EBA meeting is March 20, 2020 at 9:30 am.

Annual membership meeting and election of officers is April 2 at 7:30 pm.